

AMENDMENTS TO CLAIMS

Claims 1 – 83 (Canceled).

Claim 84 (previously presented): A method for flexible and secure transmission of digital content to an end user device, the method comprising:

- providing a control center for controlling access to the digital content by the end user device;

- transmitting scrambled digital content to a first end user device by a second end user device, such that said second end user device cannot play back said scrambled digital content;

- connecting said second end user device to said control center; and

- transmitting a permission message to said second end user device by said control center, such that said second end user device is able to unscramble said scrambled digital content to form unscrambled digital content.

Claim 85 (previously presented): The method of claim 84, wherein transmitting said scrambled digital content includes:

- transmitting a first set of information for decoding said scrambled digital content to said second end user device; and

- permitting said second end user device to access said first set of information only if said permission message is given to said second end user device.

Claim 86 (previously presented): The method of claim 85, wherein said first set of information is distributed with said scrambled digital content.

Claim 87 (previously presented): The method of claim 85, wherein said first set of information is distributed by said control center.

Claim 88 (previously presented): The method of claim 85, wherein transmitting said scrambled digital content includes contacting said control center by said second end user device to receive said permission message.

Claim 89 (previously presented): The method of claim 85, wherein said first set of information includes an address of said control center.

Claim 90 (previously presented): The method of claim 85, wherein said first set of information enables said unscrambled digital content to be permanently stored by said second end user device.

Claim 91 (previously presented): The method of claim 85, wherein said first set of information enables said unscrambled digital content to be permanently stored by said second end user device.

Claim 92 (previously presented): The method of claim 84, wherein said first and said second end user devices belong to a group of a plurality of end user devices, such that said permission message is sent to each end user device belonging to said group.

Claim 93 (previously presented): The method of claim 92, wherein membership in said group is at least partially determined according to communication between said end user devices.

Claim 94 (previously presented): The method of claim 93, wherein transmitting said permission message further comprises transmitting a token from said first end user device to said second end user device, for including said first and said second end user devices in said group.

Claim 95 (previously presented): The method of claim 94, wherein transmitting said token is performed repeatedly for the plurality of end user devices in the group until a limit is reached.

Claim 96 (previously presented): The method of claim 95, wherein said limit is determined according to a number of end user devices in the group, such that if

said number of end user devices exceeds a maximum permitted number, transmitting said scrambled digital content and transmitting said permission message are not performed for an additional end user device.

Claim 97 (previously presented): The method of claim 96, wherein said limit is determined according to at least one reasonableness rule.

Claim 98 (previously presented): The method of claim 95, wherein said limit is determined according to at least one reasonableness rule and wherein said at least one reasonableness rule restricts a number of copies of said scrambled digital content operable with said token.

Claim 99 (previously presented): The method of claim 98, wherein when said limit is reached, at least one of transmitting said scrambled digital content and transmitting said permission message is not performed.

Claim 100 (previously presented): The method of claim 98, wherein said at least one reasonableness rule requires at least said first end user device to wait for a predetermined period before transferring said scrambled digital content to an additional end user device in the group.

Claim 101 (previously presented): The method of claim 98, wherein said at least one reasonableness rule requires said second end user device to wait for a predetermined period before transferring said scrambled digital content to an additional end user device in the group, said predetermined period being greater for said second end user device than for said first end user device.

Claim 102 (previously presented): The method of claim 98, wherein said period is at least partially determined according to a period of time.

Claim 103 (previously presented): The method of claim 98, wherein said period is at least partially determined according to operation of said end user device a minimum number of times.

Claim 104 (previously presented): The method of claim 92, wherein membership in said group is at least partially determined according to said control center, such that if said group has more than a predetermined number of end user devices as members, said control center blocks receipt of said permission message by members of said group.

Claim 105 (previously presented): A method for securing digital content for transmission to an end user device, comprising:

- providing a control center for controlling access to the digital content by the end user device;

- transmitting scrambled digital content to the end user device, such that the end user device cannot play back said scrambled digital content;

- transmitting a PECM (personal ECM) to the end user device by said control center, said PECM being specific to the end user device; and

- unscrambling said scrambled digital content by the end user device according to said PECM.

Claim 106 (previously presented): The method of claim 105, wherein transmitting said PECM further comprises:

- transmitting a first set of information in an ECM (entitlement control message) for decoding said scrambled digital content to the end user device;

- permitting the end user device to access said first set of information only if an entitlement management message (EMM) is given to the end user device and said EMM indicates that the end user device is permitted to use said ECM; and

- unscrambling said scrambled digital content by the end user device according to said first set of information.

Claim 107 (previously presented): The method of claim 106, wherein said EMM is transmitted by said control center.

Claim 108 (previously presented): The method of claim 106, further comprising:
replacing said ECM with said PECM for unscrambling said scrambled digital content by the end user device.

Claim 109 (previously presented): The method of claim 106, wherein said first set of information includes at least one instruction for generating a code word, such that permitting the end user device to access said first set of information includes:

generating said code word according to said at least one instruction;
and
unscrambling said scrambled digital content according to said code word.

Claim 110 (previously presented): The method of claim 105, further comprising:
permanently associating said PECM with said scrambled digital content to permit unscrambling of said scrambled digital content by the end user device.

Claim 111 (previously presented): The method of claim 110, further comprising:
transmitting said scrambled digital content with said ECM from a first end user device to a second end user device;
receiving a specific PECM by said second end user device from said control center; and
unscrambling said scrambled digital content by said second end user device only after receiving said specific PECM.

Claim 112 (previously presented): The method of claim 111, wherein receiving said specific PECM by said second end user device includes:

transmitting payment to said control center; and
transmitting said PECM by said control center only after receiving payment.

Claim 113 (previously presented): A system for securing digital content for transmission, comprising:

- (a) an end user device for receiving scrambled digital content and for unscrambling said scrambled digital content for playing back the digital content;
- (b) a broadcast unit for transmitting said scrambled digital content to said end user device;
- (c) a permission message generator for generating a permission message for transmission to said end user device, such that said end user device unscrambles said scrambled digital content only after said permission message is at least received by said end user device, said permission message being specific for said end user device; and
- (d) a subscription management system for controlling said permission message generator to determine whether said permission message is generated.

Claim 114 (previously presented): The system of claim 113, further comprising:

- (e) a network for connecting said end user device, said broadcast unit, said permission message generator and said subscription management system.

Claim 115 (previously presented): The system of claim 113, wherein said permission message generator sends said permission message to said subscription management system, and said subscription management system transmits said permission message to said end user device.

Claim 116 (previously presented): The system of claim 113, wherein said permission message generator further comprises:

- (i) an ECM (entitlement control message) generator for generating an ECM, said ECM forming a portion of said permission message; and
- (ii) a PECM (personalized ECM) generator for generating a PECM,

said PECM being specific to said end user device, said PECM forming another portion of said permission message.

Claim 117 (previously presented): The system of claim 116, wherein said end user device further comprises a security module for receiving said ECM and said PECM, and for unscrambling said scrambled digital content for playing back the digital content upon receipt of at least one of said ECM and said PECM.

Claim 118 (previously presented): The system of claim 117, wherein said security module further comprises a renewable security submodule, said renewable security submodule being removable and replaceable.

Claim 119 (previously presented): The system of claim 118, wherein said renewable security submodule comprises a smartcard.

Claim 120 (previously presented): The system of claim 117, wherein said security module features a limited number of slots for being associated with a plurality of ECMs, such that if said limited number of slots are used, a PECM corresponding to at least one stored ECM must be received before an additional ECM is received by said end user device.

Claim 121 (previously presented): The system of claim 120, wherein information concerning said slots is stored on said security module.

Claim 122 (previously presented): The system of claim 119, further comprising a smartcard reader for reading said smartcard, said smartcard reader being separate from said end user device, such that data produced by said smartcard is readable by said smartcard reader, including data resulting from said slots, said data being readable as a coded reply.

Claim 123 (cancelled)

Claim 124 (previously presented): A method for secure distribution of digital content between end user devices, comprising:

- receiving scrambled digital content by a first end user device;
- receiving a permission message for unscrambling said scrambled digital content by said first end user device;
- transferring said scrambled digital content directly from said first end user device to a second end user device; and
- unscrambling said scrambled digital content by said second end user device only after said permission message is activated for said second end user device.

Claim 125 (previously presented): The method of claim 124, wherein at least said second end user device is in communication with a control center and said permission message is activated for said second end user device by said control center.

Claim 126 (previously presented): The method of claim 124, wherein said first and said second end user devices belong to a group of a plurality of end user devices, such that said permission message is sent to each end user device belonging to said group.

Claim 127 (previously presented): The method of claim 126, wherein membership in said group is at least partially determined according to communication between said end user devices.

Claim 128 (previously presented): The method of claim 127, wherein receiving said permission message further comprises transmitting a token from said first end user device to said second end user device, for including said first and said second end user devices in said group.

Claim 129 (previously presented): The method of claim 128, wherein transmitting said token is performed repeatedly for the plurality of end user devices in the group until a limit is reached.

Claim 130 (previously presented): The method of claim 129, wherein said limit is determined according to a number of end user devices in the group, such that if said number of end user devices exceeds a maximum permitted number, receiving and transferring are not performed for an additional end user device.

Claim 131 (previously presented): The method of claim 130, wherein said limit is determined according to at least one reasonableness rule.

Claim 132 (previously presented): The method of claim 129, wherein said limit is determined according to at least one reasonableness rule and wherein said at least one reasonableness rule restricts a number of copies of said scrambled digital content operable with said PECM.

Claim 133 (previously presented): The method of claim 132, wherein when said limit is reached, at least one of receiving and transferring is not performed.

Claim 134 (previously presented): The method of claim 132, wherein said at least one reasonableness rule requires at least said first end user device to wait for a predetermined period before transferring said scrambled digital content to an additional end user device in the group.

Claim 135 (previously presented): The method of claim 132, wherein said at least one reasonableness rule requires said second end user device to wait for a predetermined period before transferring said scrambled digital content to an additional end user device in the group, said predetermined period being greater for said second end user device than for said first end user device.

Claim 136 (previously presented): The method of claim 132, wherein said period is at least partially determined according to a period of time.

Claim 137 (previously presented): The method of claim 132, wherein said period is at least partially determined according to operation of said end user device a minimum number of times.

Claim 138 (previously presented): The method of claim 125, wherein membership in said group is at least partially determined according to said control center, such that if said group has more than a predetermined number of end user devices as members, said control center blocks receipt of said permission message by members of said group.

Claim 139 (previously presented): The method of claim 124, wherein unscrambling comprises:

- purchasing the digital content; and
- activating said permission message for said second end user device.

Claim 140 (previously presented): The method of claim 124, wherein said permission message is operative only by said first end user device, such that if said permission message is transferred to said second end user device by said first end user device, said permission message cannot be used by said second end user device.

Claims 141 - 152 (cancelled)

Claim 153 (previously presented): In a system for secure distribution of digital content, the system comprising a control center for distributing at least one key for unscrambling scrambled digital content and an end user device for receiving the scrambled digital content, a method for providing temporary access to received scrambled digital content, the method comprising:

sending a temporary key from the control center to the end user device, said temporary key being valid for a limited period of time;

receiving the scrambled digital content by the end user device; and

unscrambling the scrambled digital content by the end user device according to said temporary key, such that the end user device is only permitted to unscramble the scrambled digital content while said temporary key is valid.

Claim 154 (previously presented): The method of claim 153, further comprising: receiving a permanent key by the end user device from the control center;

replacing said temporary key with said permanent key; and

unscrambling the scrambled digital content by the end user device according to said permanent key, such that the end user device has permanent access to the scrambled digital content.

Claim 155 (previously presented): A method for securing digital content for transmission to a plurality of end user devices, said plurality of end user devices being members of a group, the method comprising:

transmitting scrambled digital content to a first end user device, such that said first end user device cannot play back said scrambled digital content;

transmitting a PECM (personal ECM) to said first end user device, said PECM being specific to the group of end user devices;

transmitting said scrambled digital content from said first end user device to a second end user device, such that said second end user device cannot play back said scrambled digital content;

transmitting said PECM (personal ECM) to said second end user device; and

unscrambling said scrambled digital content by said first and said second end user devices according to said PECM.

Claim 156 (previously presented): The method of claim 155, wherein a control center controls access to the digital content by the group of end user devices, and

wherein said PECM is sent at least to said first end user device by said control center.

Claim 157 (previously presented): The method of claim 155, wherein said PECM is sent from said first end user device to said second end user device.

Claim 158 (previously presented): The method of claim 155, wherein transmitting said scrambled digital content and transmitting said PECM are performed repeatedly for the plurality of end user devices in the group until a limit is reached.

Claim 159 (previously presented): The method of claim 158, wherein said limit is determined according to a number of end user devices in the group, such that if said number of end user devices exceeds a maximum permitted number, transmitting said scrambled digital content and transmitting said PECM are not performed for an additional end user device.

Claim 160 (previously presented): The method of claim 159, wherein said limit is determined according to at least one reasonableness rule.

Claim 161 (previously presented): The method of claim 158, wherein said limit is determined according to at least one reasonableness rule and wherein said at least one reasonableness rule restricts a number of copies of said scrambled digital content operable with said PECM.

Claim 162 (previously presented): The method of claim 161, wherein when said limit is reached, at least one of transmitting said scrambled digital content and transmitting said PECM is not performed.

Claim 163 (previously presented): The method of claim 162, wherein said at least one reasonableness rule requires at least said first end user device to wait for a

predetermined period before transferring said scrambled digital content to an additional end user device in the group.

Claim 164 (previously presented): The method of claim 163, wherein said period is at least partially determined according to a period of time.

Claim 165 (previously presented): The method of claim 163, wherein said period is at least partially determined according to operation of said end user device a minimum number of times.